



Experience

2011 - 2016 **Product Designer**
Independent
 New York
 NY

Sloan Kettering Cancer Center Patient and clinical staff support platform visual design 2016
AT&T Connected Car responsive site Research, UX and Art direction @Organic Inc 2016
Shutterstock Visual and UX, styleguide, page templates, qualitative testing 2016
QuantFrame Financial Portfolio Optimization web app. UX, UI, branding 2016
xvector Data management and analysis web app. UX, visual design, branding 2016
Zearn Online math learning modules, visual design, styleguide 2015
Wolters Kluwer eReaders and eLearning iOS apps, web apps UX and visual design 2015
Ignitor Android eLearning app UX, UI 2014
Medic Mobile Responsive web app for frontline health workers, patients, and families UX, UI 2013
LaunchPad Recruits Identity, visual design, application design, marketing 2012
Barnes & Noble Search and search results visual design 2011
Tide Swash product pilot UX, visual design 2011
Intel + Vista on-line marketing campaign 2011
NYC DOC digital branding and applications design 2007

2011 - 2013 **Design Director**
Analytix Insight
 New York
 NY

Stock and ETF financial analysis platform
 UX, identity, visual design, interaction design, information architecture, content strategy, video production and marketing artifacts

2007 - 2010 **UX Consultant**
Goldman Sachs
 New York
 NY

- Branding, visual design, interaction design for Goldman's suite of research, trading, sales, and analytics applications and client facing portal
- High Fidelity screen designs and production of design and interaction guides for web and desktop applications across the firm

2006 - 2007 **UX Consultant**
Roundarch
 New York
 NY

- citigroup corporate and investment banking web applications
- High fidelity screen design ,style guides, animated demos

2006 **Art Director**
Agency.com
 New York
 NY

on-line marketing and web development for Long and Foster, Etrade and the Discovery Network.

2005 **Sr. Designer**
eMusic
 New York
 NY

- Marketing and product teams
- Web layout and design, banners design and animation, print ads and direct marketing campaigns

2005 **Visual Designer**
Solutions
 New York
 NY

User-centric web applications design for the pharmaceutical industry, mainly for Pfizer. Some projects included information architecture as well as page layout and interface design.

2004 **Designer/Animator**
Deep-Focus
 Brooklyn
 NY

Design and animation for on-line campaigns and web sites for clients like MGM, Miramax, HBO, Think-Films and Interscope records.



Experience Cont.

1999 - **Senior Designer** • Web design , web applications, broadcast design, GUI, identity and print work for Israeli & international companies: Volkswagen, Audi, Orange, Amdocs, Intel & Keshet-TV
2001 **Mantis New Media** • Mentoring junior staff
Tel Aviv
Israel

1996 - **Partner** • Web development, design and maintenance for Israeli based businesses
1999 **Atar Multimedia**
Tel Aviv
Israel

Education

2009 Advanced Drawing **The New School** New York

2008 Etching **SVA** New York

1999 Animation **Center of Cinematography** Tel Aviv

1995-98 Graphic Design **Ascola, school of visual arts** Tel Aviv

Tools

Sketch	Invision	...
AdobeCC	Webflow	
Photoshop	Office	
Illustrator	Jira	
After Effects	Slack	
Flash		
Dreamweaver	Pen and paper!	

Awards

1st prize for **Elite**, Israel's national coffee brand anniversary label design competition

Projects

www.chalkmotion.com - Create animated doodle slideshows with a collaborative drawing library